

**WHAT IS CLAIMED IS:**

1. A computer-implemented method for marketing products which are purchased and sold by dealers and are provided by suppliers, comprising the steps of:

collecting inventory information on a recurring basis for each of a plurality of product classes from each of a plurality of said dealers,

5 for each said dealer, determining a current demand for one or more of said product classes based on said dealer inventory information and an inventory profile of said dealer,

aggregating said demands respectively for said product classes,

for each of said product classes, comparing the corresponding demands to a threshold set of values for determining the ones of said product classes which have said demand

10 exceeding said threshold values,

obtaining from said suppliers information identifying a supply of said products available for sale for each of said determined product classes,

designating a market for each of said determined ones of said product classes, and

for each said market, notifying the ones of said dealers who have a demand for the

15 product class of the market.

2. A computer-implemented method for marketing products as recited in Claim 1 further including a step of comparing the supply for each said product class to a respective threshold value and designating a market for only those product classes which exceed both the supply and demand threshold values.

3. A computer-implemented method for marketing products as recited in Claim 1 wherein said steps of collecting, determining, aggregating, comparing, obtaining and designating define a plurality of markets for said product classes.

4. A computer-implemented method for marketing products as recited in Claim 1 including a step of offering the units of said supply of products for each said designated market to the dealers who have demand for the corresponding product class.

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5. A computer-implemented method for marketing products as recited in Claim 1 wherein said inventory profile is defined by the corresponding dealer.

6. A computer-implemented method for marketing products as recited in Claim 1 wherein said inventory profile is based on a sales history of the corresponding dealer.

7. A computer-implemented method for marketing products as recited in Claim 1 wherein said step of collecting inventory information is performed on a periodic time basis.

8. A computer-implemented method for marketing products as recited in Claim 1 wherein said suppliers include dealers who have products in inventory which the dealer has deemed to be for sale at wholesale.

9. A computer-implemented method for marketing products as recited in Claim 1 wherein said products are used automobiles.

10. A computer-implemented method for marketing products as recited in Claim 1 wherein said suppliers include automobile lease companies.

11. A computer-implemented method for marketing products which are purchased and sold by dealers and are provided by suppliers, comprising the steps of:

collecting inventory information on a recurring basis for each of a plurality of product classes from each of a plurality of said dealers,

5 collecting supply information from said suppliers for a plurality of said product classes,

for each said dealer, determining a current demand for one or more of said product classes based on said dealer inventory information and an inventory profile of said dealer,

aggregating said demands respectively for said product classes,

10 for each of said product classes, comparing the corresponding supply and demand to a threshold set of values for determining the ones of said product classes which have said supply and said demand exceeding said threshold values,

designating a market for each of said determined ones of said product classes, and

for each said market, notifying the ones of said dealers who have said demand for the  
15 product class of the market.

12. A computer-implemented method for marketing products as recited in Claim 11 wherein said steps of collecting, determining, aggregating, comparing, obtaining and designating define a plurality of markets for said product classes.

13. A computer-implemented method for marketing products as recited in Claim 11 including a step of offering the units of said supply of products for each said designated market to the dealers who have demand for the corresponding product class.

14. A computer-implemented method for marketing products as recited in Claim 11 wherein said inventory profile is defined by the corresponding dealer.

15. A computer-implemented method for marketing products as recited in Claim 11 wherein said inventory profile is based on a sales history of the corresponding dealer.

16. A computer-implemented method for marketing products as recited in Claim 11 wherein said suppliers include dealers who have products in inventory which the dealer has deemed to be for sale at wholesale.

17. A computer-implemented method for marketing products as recited in Claim 11 wherein said products are used automobiles.

18. A computer-implemented method for marketing products as recited in Claim 11 wherein said suppliers include automobile lease companies.

19. A computer-implemented method for marketing products as recited in Claim 11 wherein said step of collecting inventory information is performed on a periodic time basis.